



Job Description: Digital Marketing Account Manager

The Digital Marketing Account Manager role is a mid-level client facing service position within Laire Group Marketing. You will be the primary point of contact for a portfolio of 7-9 clients or more, managing the day-to-day communications and project management of all their marketing activities. You will be integral in developing and carrying out strategic digital marketing plans to help our clients achieve their goals, including tactics in social media, content marketing, digital advertising and website management.

ROLE RESPONSIBILITIES

- Conduct client strategy and update meetings on a bi-weekly basis
- Research clients' Buyer Personas and customer segmentations
- Create project schedules, coordinate deliverables and budgets, and facilitate resources for your portfolio of clients
- Curate and create relevant content for blogs, social media postings, and client website pages
- Post content to social media channels, mostly through scheduling software
- Create branded graphics for social media posts and website pages
- Create and target email campaigns
- Plan and implement digital ad campaigns, and analyze for efficacy
- Organize and archive all client marketing materials
- Perform channel and portal audits to identify areas of opportunity
- Analyze key performance indicators and adjust the plan and tactics as needed
- Monitor client websites and relevant industry sites for activity and cross-promotional opportunities
- Make simple edits to website page copy, layouts and SEO structure
- Document client events and offerings through photography and videography
- Perform light design/photo editing tasks
- Utilize and delegate specialized tasks to team members in support roles
- Report to senior level team members your clients' needs and successes
- Represent company at a variety of business development or networking opportunities (BNI, Network After Work, Business After Hours, etc.)
- Conduct research of social media marketplace for preparation of new client proposals

- Interact with the sales team to vet prospective clients, and conduct presentations for prospects
 - Contribute to Laire Group's marketing content (blogs, content offers and social media etc)
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SKILLS

You should be experienced in:

- Successfully growing relationships and creating client success
- Social media scheduling software (Hootsuite, Sprout or Hubspot, etc.)
- The dynamics and best practices of each social media channel. You've had success and proof of marketing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google
- Digital advertising campaigns, having proof of success and certification in specifically Facebook Business Manager and Google Adwords
- Knowledge of various website platforms and ability to simply edit website pages on common content management systems/platforms such as WordPress, Wix, Weebly, Squarespace or HubSpot (though not necessarily develop or use/know code)
- Creating graphic images in web-based tools or apps, such as Canva, to create branded images, quotes or collages (Adobe Creative Suite a plus)
- Marketing automation softwares such as Active Campaign, HubSpot, Ontraport, Marketo, Leadpages, MailChimp, etc. (with certification in any a bonus!)
- Creating client presentations in PowerPoint, Google Slides, or similar
- Reporting and analyzing results of KPIs through Google Analytics and channel insights

QUALITIES

Our new team member must align with Laire Group's Core Values.

You are:

- Polished, professional, and polite
- Collaborative, with strong interpersonal skills
- Precise, efficient and organized - You are a strong manager of time and work flow
- Positive - a can-do attitude and glass-half-full demeanor will get you far
- Excellent communicator, both in written and verbal channels, with knowledge of proper English and grammar
- Passionate about marketing, your clients, your agency, our business

- Have an eye for design, knowing what makes a good photograph, page layout, a catchy graphic, and a brand-appropriate message
 - Seeker of knowledge, wanting to continuously improve and find solutions
 - Flexible, willing to wear different hats and jump from one client/field to another quickly
 - Available - social media and digital marketing never sleeps, and we sometimes have to be "on" outside of office hours
 - Witty - we find ways to laugh every day, and want you to be a part of that
 - Excited to be part of a smaller (but quickly growing) agency
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WORK ENVIRONMENT

This job requires a person to work business hours at the office, Monday through Friday, 8:30 am to 5:30 pm, with occasional remote, evening or weekend work.

We are a collaborative team and often have teamwork sessions. Your workspace will be in an open office environment.

You should have your own functioning laptop. Client files and programs are stored on the cloud, and most programs needed for job functions are web-based.

You must have reliable transportation to and from the office, and to travel to weekly or monthly client meetings within the Charlotte metro area.